

UNIVERSITI TEKNOLOGI MARA
DEPARTMENT OF INTERIOR ARCHITECTURE
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

APRIL 2008

This report is done by:

MOHD. FARITZ BIN AHMAD SHUKRI

2005486692

Titled:

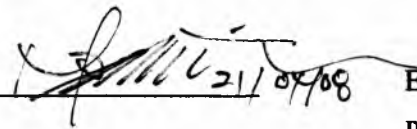
PROPOSED NEW DESIGN FOR ESP RETAIL SHOP
AT LOTS 781 AND 782, SECTION 57, JALAN SULTAN ISMAIL, 55100 KUALA LUMPUR
WILAYAH PERSEKUTUAN

Accepted as to fulfill the requirements to attain
the Diploma in Interior Design

(Report Supervisor)

(Course Coordinator)

(Program Coordinator)

:  21/04/08
:
:

Encik Nordin B. Misnat

Puan Mawar binti Masri

Assoc. Prof. Dr. Mohd. Sabrizaa bin Abd. Rashid

ABSTRACT

Retail outlets have been growing in our country, Malaysia for the past decades with various kinds. Guitar stores and jamming studio have also growing, offering various kinds, brands and price range. Guitar Collection as a distributor of ESP(Electric Sound Product) is one of them. ESP has been increase from year to year in Malaysia. So, this is a good oppoturnity to porpose a new design for ESP retail outlet only.

The proposal of this project is Proposed New Design for ESP retail outlet at Lots 781 and 782, section 57, Jalan Sultan Ismail, 55100 Kuala Lumpur, Wilayah Persekutuan.

A case study has been carried out to gain better knowledge about guitar stores and how it operates. Apart from client's requirement, it gives the ideas of what the client might need. The case study has been done by interviewing the staffs, taking photos and excesses their website. During research, there are several issues has been discovered.

Besides that, the research of interior space must also be considered as a case study. So, with that research, I can identified the problem where's I can solve with guided from lecturer and proposed new design related

TABLE OF CONTENTS

ABSTRACT

ACKNOWLEDGEMENT

LIST OF FIGURE

LIST OF CHART

LIST OF PICTURE

CONTENT	PAGE
CHAPTER 1	
1.0 INTRODUCTION	1
1.1 PREFACE	2
1.2 PROJECT SYPNOPSIS	4
1.2.1 PROJECT MISSION	5
1.2.2 PROJECT OBJECTIVE	7
1.2.3 PROJECT ISSUE	7

1.3	RESEARCH METHODOLOGY	8
1.3.1	INTERVIEW RESEARCH	8
1.3.2	OBSERVATION	8
1.3.3	BOOK REFERENCE	9
1.3.1	SIDE REFERENCE	10
1.3.2	METHODOLOGY CHART	11
1.3	CONCLUSION TO CHAPTER ONE	13

CHAPTER 2

CLIENT BACKGROUND

2.0	CLIENT	15
2.1	CLIENT BACKGROUND	16
2.1.1	ELECTRIC SOUND PRODUCT (ESP	18
2.2	ORGANIZATION CHART	
2.3	CLIENT'S NEED	20
2.3.1	AREA REQUIREMENT	
2.4	LOGO	23
2.4.1	CORPORATE COLOURS	

CHAPTER 3	28
3.0 SITE ANALYSIS	29
3.1 LOCATION	
3.1.1 LOCATION PLAN	
3.2 SITE BUILDING ANALYSIS	29
3.2.1 SITE SURROUNDING	30
3.2.2 FACILITIES & SERVICES	32
3.3 BUILDING ANALYSIS	33
3.3.1 SITE BUILDING PROPOSAL	34
3.3.2 FAÇADE VIEW	35
3.3.3 INTERIOR VIEW	36
3.3.4 MATERIAL	38
3.3.5 LIGHTING AND ELECTRICAL SYSTEM	40
3.3.6 EXISTING PLAN AND ELEVATION	42
3.3.7 BUILDING SURROUNDING	45
3.3.8 FACILITIES AND SERVICES	48
3.3.9 TRAFFIC FLOW	49
3.4 SITE SUMMARY	57